Building a Strong Foundation: Mentor Sustainability Series







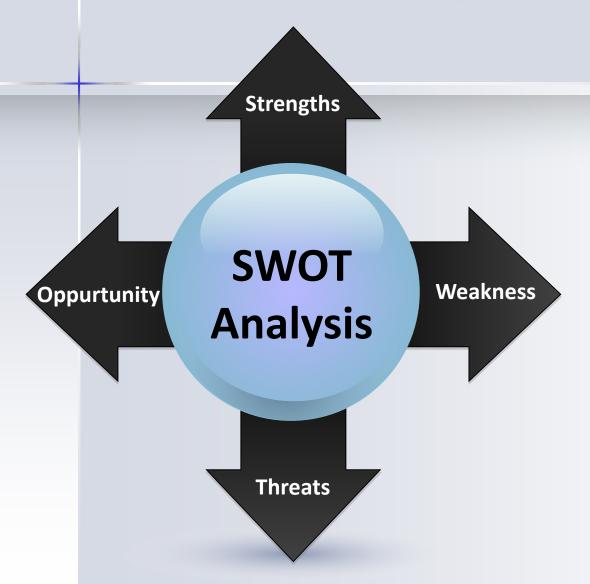
Road Map

- Questions?
- SWOT Analysis
- Quality Assessment

Introduction

SWOT analysis (strengths, weaknesses, opportunities, and threats analysis) is a framework for identifying and analyzing the internal and external factors that can have an impact on the viability of a project, or organization.

What is SWOT Analysis?



- Acronym for Strengths,

 Weaknesses,
 Opportunities, and
 Threats.
- Albert Humphrey who led a research project at Stanford University in the 1960s and 1970s.
- Planning tool used to understand Strengths, Weaknesses, Opportunities, & Threats involved in a project / organization.
- Technique that enables a group / individual to move from everyday problems / traditional strategies to a **fresh perspective**.

SWOT analysis examines four elements...

- Strengths internal attributes and resources that support a successful outcome.
- Weaknesses internal attributes resources that work against a successful outcome.
- Opportunities external factors the project can capitalize on or use to its advantage.
- Threats external factors that could jeopardize the project.

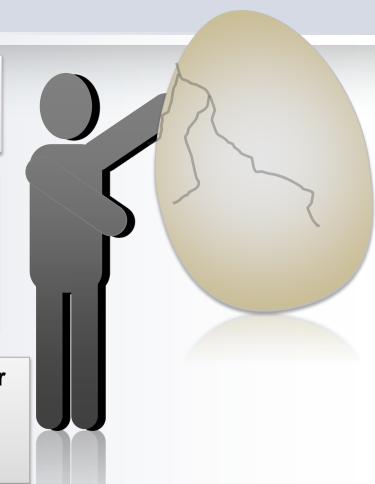
STRENGTHS

- Characteristics of the business or a team that give it an advantage over others in the industry.
- Positive tangible and intangible attributes, internal to an organization.
- Beneficial aspects of the organization or the capabilities of an organization, which includes human competencies, process capabilities, financial resources, products and services, customer goodwill and brand loyalty.
- Examples -, Well-known brand name, Talent, Better marketing skills, reputation, finances



WEAKNESSES

- Characteristics that place the firm at a disadvantage relative to others.
- Detract the organization from its ability to attain the core goal and influence its growth.
- Weaknesses are the factors which do not meet the standards we feel they should meet. However, sometimes weaknesses are controllable. They must be minimized and eliminated.
 - Examples Limited financial resources, Higher costs, Out-of-date products / technology, Weak market image, Poor marketing skills, Limited management skills



OPPORTUNITIES

- Chances to make greater profits in the environment External attractive factors that represent the reason for an organization to exist & develop.
- Arise when an organization can take benefit of conditions in its environment to plan and execute strategies that enable it to become more profitable.
 - Organization should be careful and recognize the opportunities and grasp them whenever they arise. Opportunities may arise from market, competition, industry/government and technology.
- Examples Rapid market growth, Changing customer needs/tastes, Economic boom, Innovation

THREATS

- External elements in the environment that could cause trouble for the business External factors, beyond an organization's control, which could place the organization's mission or operation at risk.
- Arise when conditions in external environment jeopardize the reliability and profitability of the organization's business.
- Examples Entry of competitors, Changing customer needs/tastes, Rivals, adopt new strategies, Increased government regulation, Economic downturn.





STRENGTHS

- •The program staff is highly qualified
- •Clients give program services a high-quality rating.
- •Program costs are funded largely by multiyear grants.

OPPORTUNITIES

- •Closure and shrinking of nearby industries indicate that the client base will increase over the next ten years.
- •The organization has a new website that has attracted additional visitors.
- •The organization has modest cash reserves to invest in growth.

WEAKNESSES

- The cost per client is higher than in similar programs.
- Staff turnover is high The programs aren't well known in the general public.

THREATS

- Local government (the primary funding source) projects a budget deficit during the next three fiscal years.
- •Over the past five years, program costs have increased at a rate of 3 percent per year.



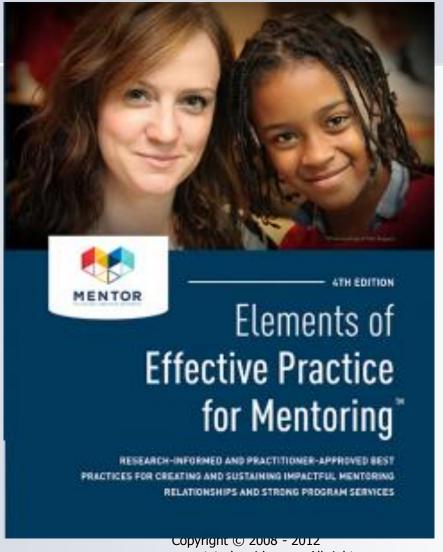
- Any pattern of strengths emerging. Why are you so successful in these areas?
- Any weaknesses that seem repetitive, long-standing or critical. Draw up a list of those that need urgent attention.
- What are needed resources to take advantage of opportunities and overcome weaknesses?



Evidence Based Practice







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QMS Assessment

- Provides a meaningful "indicator of quality"
- Benchmarks program practices against national standards of excellence

 Demonstrates program commitment to excellence to potential mentors, funders, parents, and community

partners





Possible parts of a grant

Abstract Personnel, Facilities, and

Indirect Costs

Problem or Needs

Statement

Current and Pending

Support

Goals and Objectives Partnerships

Activities Project Sustainability

Methodology Expected Outcomes

Budget Evaluation

To be continued...

• Questions?

■ Thank you!